GOVERNMENT OF ANDHRA PRADESH
ABST R A C T

Infrastructure and Investment Department - Sanction of three (3) Digital Director Posts in AP Digital Corporation to meet the technical needs of the Corporation on Contract basis for a period of one year with consolidated pay of Rs.1,75,000/- per month - Orders - Issued.

INFRASTRUCTURE & INVESTMENT (AIRPORTS) DEPARTMENT

G.O.Ms.No.12. Dated 02-08-2023.

Read:-

From the VC&MD, APDCL e-file No.INI01-APFN/5/2023-Airports, Dated 29.05.2023.

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ORDER:

In the reference read above, the Vice-Chairman and Managing Director, Andhra Pradesh Digital Corporation Limited (APDCL) has informed that the Government has established Andhra Pradesh State Digital Corporation Limited to have the strategic and dedicated focus on leveraging Digital Media and establishing direct connecting to the people and to align the vision of the Government to drive AP Digital Mission. Further, the Government desired that the Board shall appoint a professional management team including Vice Chairman & Managing Director and a core management team with salary as per market standards as applicable for such institutions so as to manage day to day operations of the company in a professional and competent manner in line with industry's best practices.

2. The VC&MD, APDCL has further informed that the scope of work of AP Digital Corporation is increased by many folds, for creating the awareness among the citizens by updating timely dissemination of latest and factual information on various developmental activities undertaken by the Government, in a transparent and seamless manner by adopting state-of-the-art Social Media platforms such as Youtube, Facebook, Twitter, Google, Whatsapp Chatbot etc. through the empanelled website agencies, Social Media Platforms and Digital Ad-agencies and also making videos about various Government Welfare schemes and the same will be used to campaign through various Social/Digital Media Platforms. To monitor all these activities, there is a dire necessity to have the post of Digital Director in the hierarchy who can assist the Chief Digital Directors.

3. The VC&MD, APDCL has requested to reconsider the proposal to sanction 3 Digital Director posts in AP Digital Corporation, which will be filled on contract basis with a consolidated pay of Rs.1,75,000/- per month per person.

4. Government after careful examination hereby approve the proposal of the VC&MD, APDCL for sanctioning of three (3) Digital Director Posts in AP Digital Corporation to meet the technical needs of the Corporation on Contract basis for a period of one year with consolidated pay of Rs.1,75,000/- per month.

5. The Vice Chairman & Managing Director, AP Digital Corporation Limited (APDCL) shall take necessary action accordingly.

6. This order issues with the concurrence of the Finance Department vide their U.O.No.2011509/HR-I/FIN01-HR0PDPP(RRD)/32/2023, dated 29-07-2023.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

N.YUVARAJ
SPECIAL CHIEF SECRETARY TO GOVERNMENT(FAC)

To
The Vice Chairman & Managing Director, AP Digital Corporation Limited (APDCL).
The Director of Treasuries and Accounts, Andhra Pradesh.
The Pay and Accounts Officer, Andhra Pradesh.
The Accountant General, Andhra Pradesh, Vijayawada.
Copy to:
The P.S to Special Chief Secretary to Hon'ble C.M.
The P.S to Hon'ble Minister for I&I.
The P.S to C.S to Government.
The P.S to Spl.C.S to Govt., I&I Department.
The Finance (FMU-I&I, Energy and I&C) Department.
The Finance (HR) Department, A.P.Secretariat.
The GA (Cabinet) Department.
Sf/Scs
(C.No. C.No.INI01-APFN/3/2023-Airports) (Comp.No.1965273)

//Forwarded :: By Order//

SECTION OFFICER